

Data-Driven Marketing & Consumer Insights Platform

Build, Launch & Visualize your Research

All in One Platform:



Fast

Launch your research and get real-time results in minutes



Easy

Intuitive question builder with ability to embed videos/images



Compelling Results

Visualization transforms survey data into actionable insights with flexible graphics and dashboards
No licensing fees!

Insights to further drive your campaigns and research with Prodege's suite of solutions:

■ Fast-track to Deeper Insights

Target audiences with verified purchasing behaviors, online browsing activity or geo-fenced location visits to find the right respondents for your research more quickly

■ Digital Ad Effectiveness

Measure campaign performance to quantify brand lift and optimize media planning efforts

■ Media Activation

Leverage our highly profiled audience to identify the optimal media target for your campaign

■ Brand Health

Continuously monitor your brand's performance over time to identify emerging trends and shifts in consumer attitudes

Advanced Targeting - Use verified behaviors to find the right respondents for your research.

In addition to demographics, tap into hundreds of attributes and/or use any of our verified behaviors to ensure the right audience is providing insights. Append the profiles, purchasing behavior, or store/website visits to survey responses, allowing for deeper analysis.

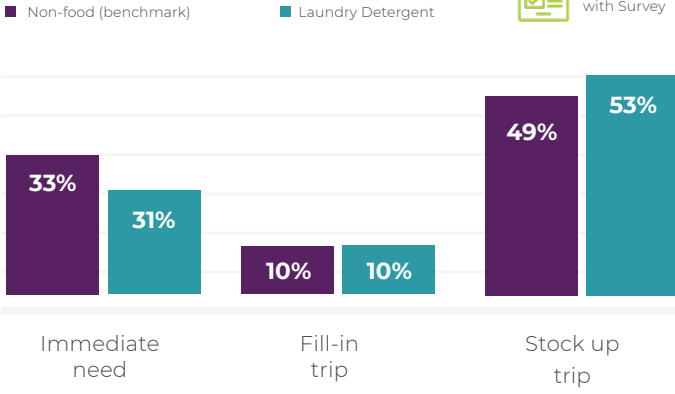




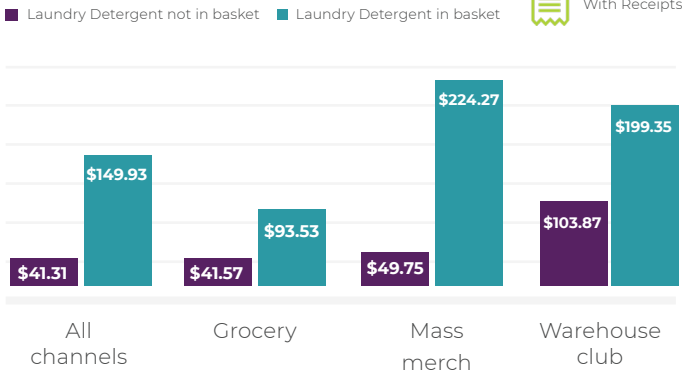
About 1/2 of detergent purchases are during stock-up trips, building larger baskets in all channels, but especially Mass Merchandiser stores

Laundry detergent needs to be high quality at a good price, made by a trusted brand. It could be difficult for a new brand to break into the category.

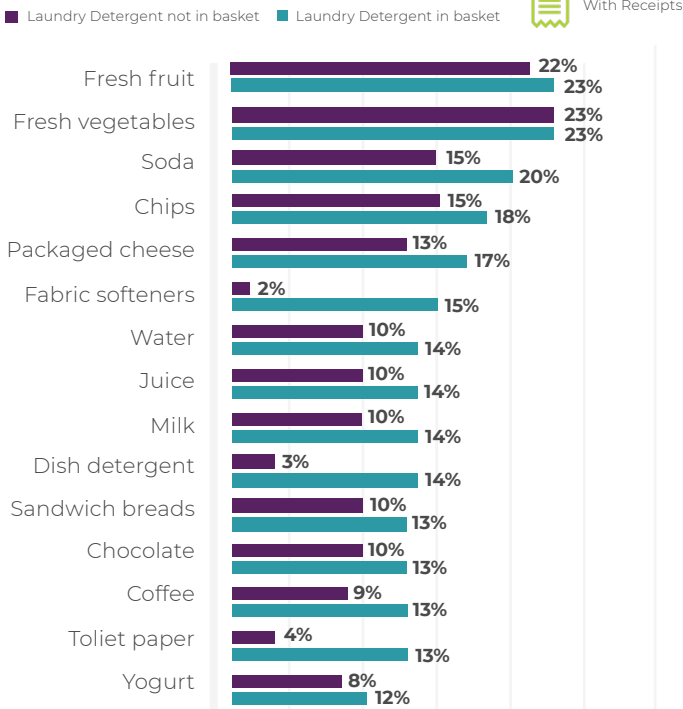
Trip Type



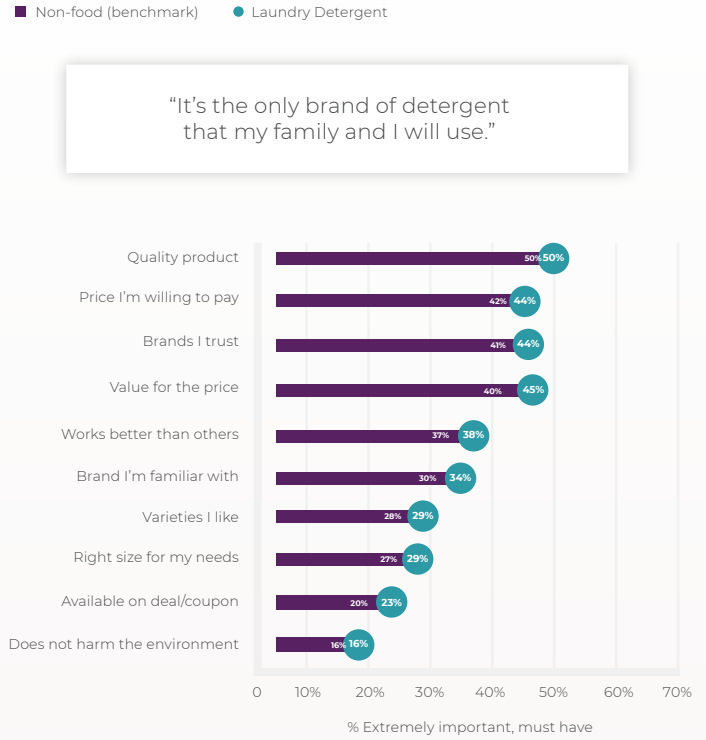
Basket Size



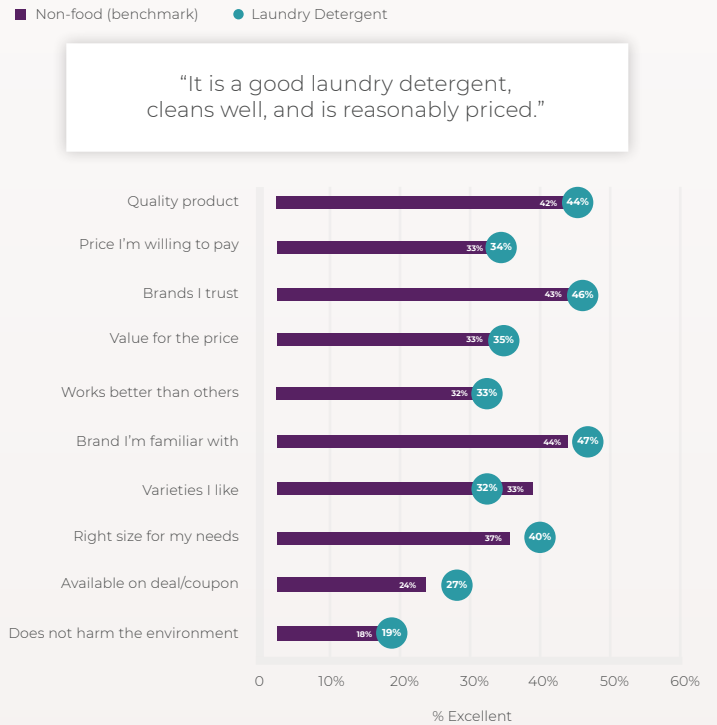
Categories in Basket



Category Needs

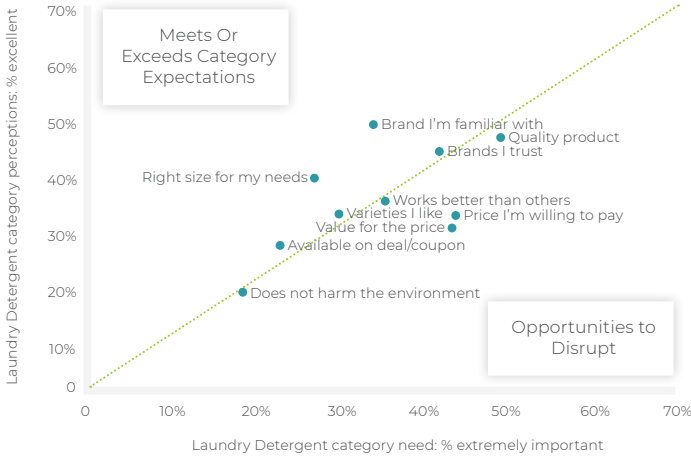


Category Perceptions



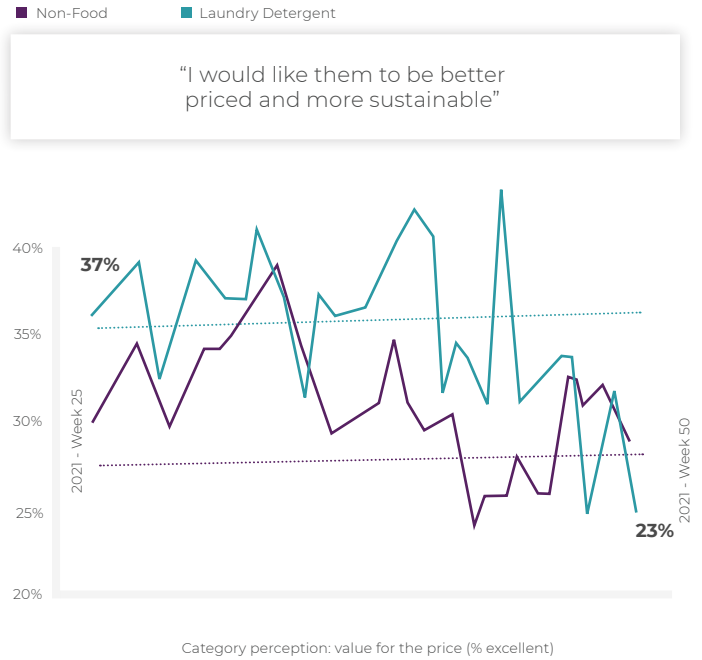
Laundry detergent meets most needs, but deals are critical as shoppers are always seeking the best price

"I like how it cleans, its scent, and that coupons are readily available."



Perceptions of laundry detergent's value declined toward the end of 2021, which could drive consumers to use less to buy less often

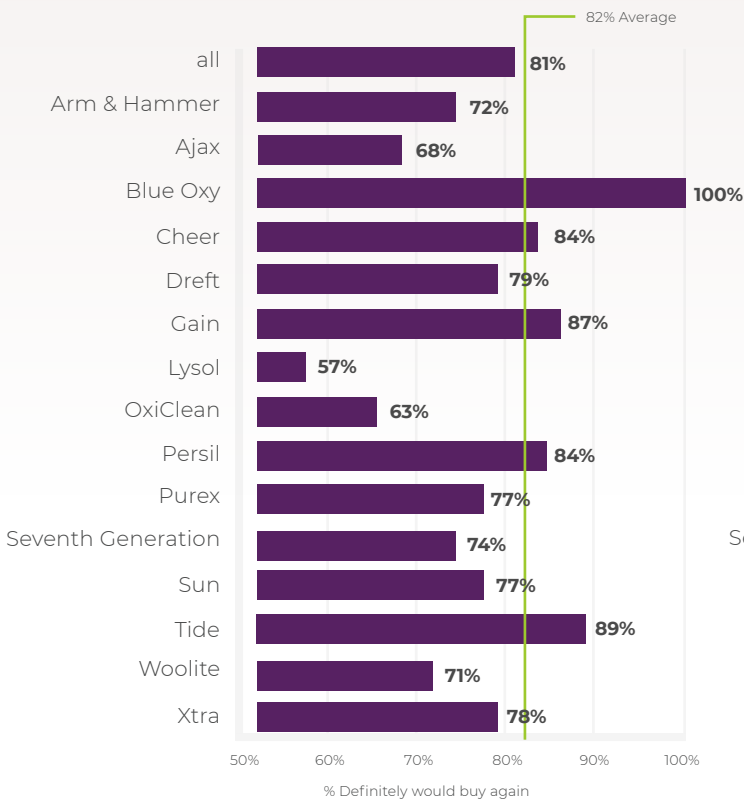
"I would like them to be better priced and more sustainable"



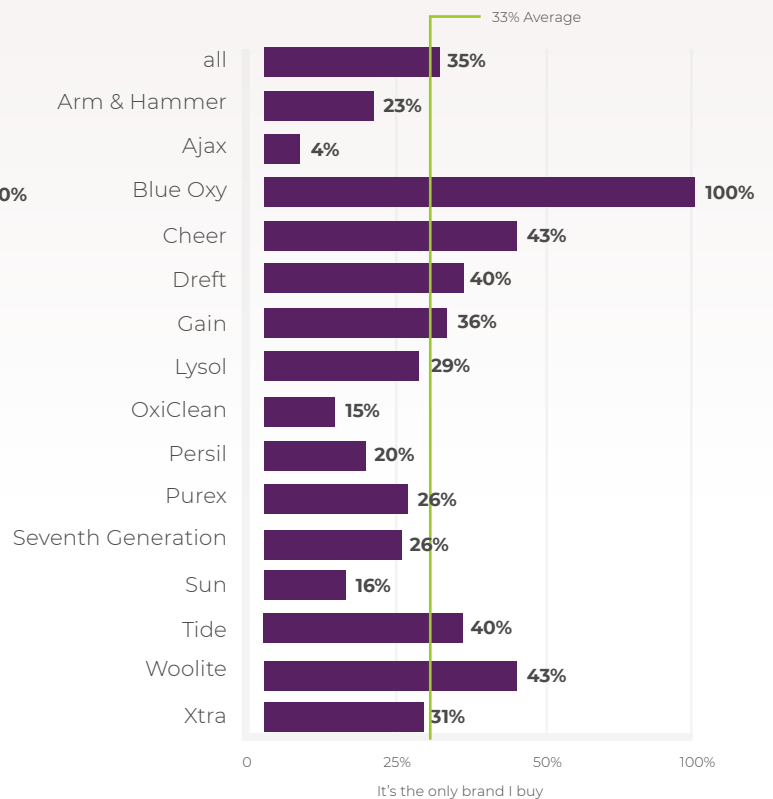
Brand Insights

Some brands have high purchase intent, but their consumers are still open to trying other brands, likely driven by price sensitivity

Repurchase Intent



Claimed Brand Loyalty





Categories Insights available!

Food



Cereal



Cookies



Crackers



Frozen Breakfast



Frozen Pizza



Fruit Snacks



Snack Bars



Yogurt

Beverages



Beer



Energy Drinks



Hard Seltzer



Soda

Personal Care/ Household



Dog Food



Detergent



Lotion



Shampoo

With more to come!

Get Started with your first Consumer Pulse project!

Use our self-service platform to program your own research OR work with our talented team to design, execute, and analyze a custom project.

Ask us about our syndicated, continuous consumer opinion tracking where we survey **verified buyers** sourced from our Prodege communities.

For your brands, and for competitors...

- Integrate purchase behavior with attitudes to identify brand strengths and opportunities
- Understand drivers of satisfaction and evaluate brand performance
- Assess a brand's consumer relationship and loyalty
- Compare consumer profiles